

The Bassano Recorder



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FLOYD T. CARL, PUBLISHER

THURSDAY, NOVEMBER 2nd, 1939.

Calling More Women

THE VOLUNTARY Registration of Canadian Women is taking place throughout the whole province of Alberta. Women everywhere realize that this registration is a survey of the qualifications of Canadian Women rather than their enlistment for active work. It has been made clear by the V.R.C.W. that if a woman has registered, and volunteered for a certain type of work, but finds that sometime later she is unable to qualify then the registration is not binding. But women everywhere are seeing more clearly their individual responsibilities in bringing about conditions that will help to change the world to the sort of place in which we would like to live. Women who have homes and families to care for are not expected to neglect their nearest duties for work far afield. There is no more important work for women to do than that of caring lovingly and thoughtfully for their families and homes, but all women in the National Crisis are anxious to contribute their service to their country. The V.R.C.W. registration form will be an indication of what additional help a Canadian woman might be able to give if the occasion arose, and her circumstances have not changed in the meantime. By registering with the V.R.C.W. women will not be removed from the work they are already doing, unless they themselves would so desire.

When the forms are signed they will be received. Three copies will be made. One will go to the Government, another to the National Committee of the V.R.C.W., the third to the Province.

The Federated Women's Institutes of C. & N. have approved of this plan of V.R.C.W. and Canada needs your help. See that you register immediately at your nearest centre.

Efficiency

NOW THAT Canada is at war it is interesting to note that it has been calculated that for each soldier in uniform in the battle area there are required about 20 people working at all kinds of occupations, giving all kinds of services, to supply each fighting man with all his needs, and unless the services done by these hosts of non-combatants are done well and done promptly, the ability of the front line soldier eventually to achieve victory is greatly hampered. Those who are "carrying on" with the essential work of providing armies with all they need are truly making a vitally important contribution in the service of their country.

That being so, it stands to reason that the better all this work is done and the more efficiently it is conducted, then the greater will be the chance of victory.—Provost News.

Hallowe'en

HALLOWE'EEN, the yearly looked forward to night with the probable exception of Christmas, to kiddies, and persons a little past that stage, has again come and gone. And once again, after reading reports of the mischievous behavior of children in other towns in the province, parents and those responsible for the conduct of the youths of this town have reason for pride. Not a single complaint has been heard so far of damage to property in town. Noticeable on Wednesday morning, store windows did bear "soap-streaks," but as one local merchant cheerfully put it "That's not much. The windows needed cleaning anyway."

Generally, the youngsters behaved in a manner quite creditable to themselves. The older boys were quite conspicuous by their absence, this being attributed to the dance held in one of the local halls. Sponsoring this dance was instituted by members of the local high school, who felt that their ambitious desires could be more profitably exerted on the dance floor than by roaming the streets. Yes, Bassano is just as proud of her youths as Calgary, where youngsters are reported to have stayed at home and built model bomber airplanes.

Hope against hope, and ask till you receive. After a storm comes a calm, and the old proverbs which tell us that the longest lane must have a turning, and the darkest cloud a silver lining, are not without something of a cheery note in their constant reiteration, like the repeated warble of a thrush telling us of the certainty of spring.—Marie Corelli

The Roaring Game

With frost in the air, thoughts of those addicts to the mania of curling begin to take shape. A general meeting for the purpose of organizing the local club for the coming season is announced elsewhere.

The pastime has been termed "a game" but there are those among its adherents who term it "a disease". Nevertheless, it is a form of recreation that can be thoroughly enjoyed by both young and old alike. From past experiences, we would be led to believe that the older the player, the keener the enthusiasm, but old-timers have to be on their toes to keep ahead of the younger enthusiasts.

Curling is the one game where sportsmanship of a high order is the rule rather than the exception. True there are numerous circumstances arising to be contended with, but this is not general in small clubs where the good of the game is the principle consideration.

With the departure of numerous of the clubs oldest and most staunch members this year, the Executive may have a difficult time maintaining the standard of membership. Support at the coming meeting will be necessary, and all are urged to attend. It will be a great pity if residents who have hitherto belonged to the club should decide not to play this year. Playing will do them good, and at the same time, will maintain a worthwhile institution.

It might even be put on the plane of duty for local citizens to lend their support this year. New members will be placed in executive positions, and every effort to assist and encourage the men their efforts to provide another winter of good clean, health-giving recreation should be given.

The Club will miss the enthusiastic support of its "grand-daddy" this year, in the departure of Wm. "Scotty" McLaws. In past years, "Scotty" has probably done more for curling in Bassano than any other individual, and it was through his unceasing efforts that the local rink was improved upon recently. McLaws took great interest in coaching beginners in the game, and gloried in taking a rink of youths to Calgary to enter competition with the best in the province.

One of the miracles of nature is the fact that the mantle of snow which covers our land when the days become shorter, and the nights longer, is a glistening white. In this season of shorter and poorer daylight the huge reflecting surface of snow does much to conserve all. It makes travel and work possible to a far greater extent than might be arrived on if it were of darker color. Just another little proof of an Intelligence that took all the chance out of the planning of the things of this world.—Chauvin Chronicle.

ENJOYABLE as is the family gathering around the table at Christmas time when a golden brown turkey is the centre of attraction, still more so is the gathering around the conference table, when Turkey takes her place with the allied powers in the blocking of the ambitions of dictators.—Peace River Record.

CANADA STAYS WITH EMPIRE

CANADIANS Conduct their affairs with the United States in an harmonious manner. We like the idea of peace on this continent. No one wants to ever see the shadow of war darken the North American skies. But we feel that we have a deep obligation to Britain by long history, by a dependence for the protection of our commerce, and by the fact that Britain affords us full liberty of action. Then the British market is open to our vast production of farm, forest and mine. The United States won't take our natural resources freely. Canada would not rank so highly in world affairs if she had not with the prestige of the British Empire. And that prestige springs from old Britain herself.—Hanna Herald.

The Post's Corner

COMRADE AND I

The gulls fly low and a restless sea
Surges and breaks on a foam dashed sea
The rain-lashed wind sweeps up, as it wails
Of people and things, and ships and sails.
Then ho! for the cloud and wind swept sky,
For the breakers roar and waves dashed high,
We face them together with fearless eye—
Comrade and I!

The sun breaks through and the soft wind
breathes
Of warm white sand, and summy seas,
Of gurgling streams and cloud flecked blue,
And song birds lifting the warm days through.
Then ho! for the breeze and the deep blue sky,
The soft white sand and sea nearby,
We'll share them together with happy eye,
Comrade and I!

The Week In Edmonton

(By Ben Campbell)

Onset of winter so early in the year gave the provincial works department an opportunity to try out new snow-clearing equipment recently purchased at a cost of \$13,000. Replacements for obsolete equipment consisted of two four-wheeled drive trucks fitted with sweeping V plows. Reconstruction work was halted by the snowfall.

Although Toronto Royal winter fair has been cancelled, and no Alberta exhibits will be sent there, the province will support the Chicago Grain and Hay Show as in former years. Government will pay shipping costs to and from Chicago on approved exhibits. Prize money won will be duplicated to go for each winning. Exhibitors winning cups or more first or championship will be paid a special honorarium of \$25 in addition to duplicate prizes. For wheat, barley this honorarium will be increased to \$75.

According to official word received from Ottawa, there is a possibility that the province may receive an increase of \$10,000 for the advancement of agriculture this year. Distribution of the money will likely be handed over to the seed board, which recently discussed plans for the use of the money should it be received. The board consists of the deputy minister of agriculture, superintendents of the Dominion seed branch and Lathbridge experimental station, president of the Alberta seed growers' association and of the Dominion seed growers' association.

Taking over the job on Canada's defense department that he left at the end of hostilities in 1918, Prof. Charles A. Robb of the mechanical engineering department, University of Alberta, has once more vacated his teaching post to go to Ottawa. There is a difference in status, however. A junior clerk in the defense department during the last war, Prof. Robb will be chief during this. He goes to the engine division at military headquarters.

Making an early start on the plans for 1940 Tourist Season, D. R. G. Campbell, provincial director of publicity, is a spokesmen visitor to the Western North-West Tourist Association. Representing Alberta, Mr. Campbell will contact officials of the tourist trade from many United States points and sell the advantages of Alberta as a tourist resort to the convention, 1940 is expected to be a bumper tourist year owing to the war situation having cut off trans-Atlantic travel.

Preliminary figures indicate that oil production in Turner Valley will set a new record for the year to date. An estimated total yield of 7,500,000 barrels is announced, compared with last year's all time record of 6,742,039 barrels.

Government will place Victory wreaths on all Cenotaphs and War Memorials in the Province on Remembrance Day. It was announced by the secretary of the Canadian Legion, B.R.S.L., "The action of Premier Abernethy and his government in this connection is much appreciated by the Canadian Legion and returned men and their dependents," secretary S. G. Felly said. The wreaths all bear a ribbon from the Province bearing the legend "In Remembrance" flanking the disabled men and their families will benefit by the orders, Mr. Felly added that government's action showed recognition of the sacrifice made by soldiers who enlisted in the last war and gave their lives for Canada.

Alberta's now famous bull exchange plan, by which farmers are enabled to bring pure-bred steers to their herds at small cost, while liquidating scrub sties, is now climaxing the year's operations. 390 animals valued at \$10,000 have been assembled in Edmonton stockyards. Sold by experts to be the finest herd ever assembled in Alberta, the animals about ready for shipment to farmers in all parts of the province. All breeding stock is purchased from established breeders, is tuberculin tested and cared for until shipment, since inauguration of the exchange plan, not one of 850 bulls have reacted to the test for brucella (B.T.). It was stated.

Alberta Red Cross organization is now at double the strength of the 1914-1918 body. It was stated this week. In southern Alberta there are 218 branches alone, as compared with a total of 223 in all Alberta during the last war. New branches are being formed continually.

FRIDAY & SATURDAY, NOV. 3 and 4
SHIRLEY TEMPLE in

The Little Princess
with Richard Greene, Anita Louise and Ian Hunter.
One of the greatest stories ever written... now one of the greatest pictures ever made. In Technicolor

FRIDAY and SATURDAY, NOV. 10 and 11—
A story that will make your blood tingle... a saga of youth and courage, inspired by the age old tradition of Uncle Sam's fighting men.

"THE DUKE OF WEST POINT"

Show at 8 p.m. UNTIL FURTHER NOTICE
Doors open at 7:30 p.m.

6-18 years, 15c; 18-16 years, 25c; 17 and over, 35c.

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There's my last look at a thermometer this winter!



Our car is safe until Spring!

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No need to look at the thermometer again — no need to have the anti-freeze mixture checked repeatedly. "Prestone" anti-freeze does not evaporate in mild weather — requires no periodic additions.

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PRESTONE ANTI-FREEZE

The SNAPSHOT GUILD TABLE-TOP PICTURES



Toy soldiers, some cotton batting—and you have a wiser picture in winter.

IF YOU want to give your imagination free rein on something—just try taking table-top pictures during a few of the long winter evenings. With a few simple materials that can be picked up around almost any house, you can create all sorts of picture situations—in either color or sepia tone. Spread out a piece of plain, dark carpet, and you have an attractive grassy lawn. Put a doll house on it, add a few toy trees and a driveway made out of sand or salt—and you have a handsome country estate. Slip a few wads of crumpled paper under the carpet, and you have hills and valleys. A toy automobile on the drive, a few toy cows or horses scattered about—and you have a complete rural scene.

It's as simple as that. For table-top pictures, any kind of camera can be used. If yours is a Snapshooter camera, or one that focuses only to five or six feet, slip a portrait attachment on the lens—this enables you to take close-ups. The camera should be placed on a firm support, and the lens closed down to its smallest opening. This makes

both near and far objects sharper. Time exposures should be made, using either ordinary electric bulbs or, preferably, regular amateur photo bulbs. Table-top pictures offer a wide choice of subject matter. You can take a couple of model airplanes, hang them on dark threads, and pictures are aerial combat. Or, you can use toy soldiers and cannon from the dime store, and stage a war on the living-room floor. A woolly white blanket, or cotton batting, provides snow for a winter scene. A sheet of black cardboard is a fine background for a night scene. A mirror, laid out flat, makes a sheet of ice. Brown sugar or salt can be used for a sandy beach. Try twice suggest bare trees. Transparent wrapping material, properly crumpled, resembles stormy water. Place a ship model on a sheet of this—and you have a storm at sea. Clearly, in "table-top" there are marvelous chances for pictures. The sky is the limit—and there's no end to the fun you can have. Try a few now, and you'll see.

John van Guilder

Many New Improvements In Ford, Mercury Cars.

WINDSOR, Ont.—With a new finger tip marshlight, controlled ventilation, Sealed Beam Headlamps, improved ride and advanced styling in all models, Ford V-8, Deluxe Ford and Mercury 4 cars for 1949 are announced by the Ford Motor Company of Canada Limited.

The new Ford cars are big and powerful in appearance. Body lines are pleasingly streamlined. Front ends are distinctively modern with low radiator grilles, long hoods and deeply rounded fenders. The trimly tailored interiors are attractive with plenty of seat room, leg room and shoulder room.

The 1949 Mercury 5 enters its second year with a unique first year record behind it. Three months after being introduced it was the first car in sales. Before the year ended there were more than 60,000 Mercury owners.

A car of striking beauty, the Mercury 5 for 1949 has a gracefully flaring chromium radiator grille, beautifully moulded hood and smoothly streamlined body and rear deck. Interiors are particularly attractive with the new blue and silver tone instrument panel providing the key to the interior color scheme.

The Ford lines are comprised of four Ford V-8 and five Deluxe body types. A new business coupe as well as a Fordor sedan, Tudor sedan and coupe are available in both. There is also a Deluxe convertible (two doors) with automatic top as standard equipment. Three color choices are available in the Ford V-8 and six in the Deluxe line.

The Mercury is presented with a choice of five body types. There are a new convertible sedan, the town sedan (four doors), the sedan (two doors), sedan coupe and club convertible. The first four are six passenger cars, while the club convertible seats five. It has an automa-

tic top. There is a choice of eight attractive body colors.

All Ford cars have improved spring suspension, with a longer, more flexible front spring. A torsion bar ride-stabilizer provides an exceptionally comfortable steady ride. The ride-stabilizer also contributes to firmer, easier steering. Front and rear springs of Deluxe cars are equipped with metal covers. Large double-acting hydraulic shock absorbers with self-sealing construction are fitted on all cars.

Comfort features are emphasized throughout the design. Seats are built for restful riding. Front seats are of new resilient type. Customers have new "floating" edges. Driver's seats are adjustable two ways—they rise as they move forwards. Bodies are scientifically soundproofed, shutting out all road noises. An "easy-shift" transmission, permitting speeds to be changed quietly; new design curved disc wheels also contribute to interior styling. Gauges are grouped in front of the two-spoke steering wheel. A grille for installation of radio speaker, glove compartment with lock, two ash trays, and a cigar lighter are provided on tribute to quietness. Quick stopping hydraulic brakes are continued in all models.

Instrument panels harmonize with the panel. Deluxe cars also have a clock on the glove compartment door. The 1949 Mercury has a new straight-tube speedometer with gauge and headlight beam indicator grouped in front of the two-spoke steering wheel. A choice of upholstery is available—either blue-gray hank weave broadcloth or red antique finished cord in closed cars, addim-brown or red antique finished genuine leather in convertibles. Exceptional roominess is a feature of all of the body types.

A new controlled all-weather ven-

The SNAPSHOT GUILD PATTERN PICTURES



Long shadows, with the sun as a ready-made spotlight—and the potted flower is twice as interesting. Don't overlook the pattern in the floor grates.

PATTERNS make fascinating pictures, and they are all around you—shadow patterns, ornamental ironwork, window grilles, railings, wheels, stacks of lumber, piles of drain tile—even groups of people in a formal arrangement.

Include a definite pattern in your pictures, and they will have an unusual, "different" quality.

When you go to the beach look for patterns in sand ripples and the shadows cast by beach grass. Climb a high bank or diving tower, and shoot down on your crowd when they are sunning themselves in a circle or formal arrangement like the spokes of a wheel which gives pattern interest to the picture.

Take pictures of scenes through things, such as ornamental ironwork. The outlines form patterns which make the scenes more interesting. Picture a tennis player through the net or racket—or let him hold the racket so that the sun casts an interesting, criss-cross shadow pattern on his face.

Out in the country, try picturing scenes through wheels of farm equipment—for instance, "frame" a landscape through the tail wheel of a hay rake. The spokes and rim of the wheel give pattern interest. In town, picture shadow patterns on a brick sidewalk or street. The shadows give one kind of pattern interest, and the pattern of the paving adds another.

When a new house is going up—before the roof and weatherboarding are put on—there are pattern chances in the framing and roof timbers. Get inside, point the camera upward, and picture workmen on the roof. Look for pictures, too, in the steelwork of bridges and trusses, and in the criss-cross patterns of wires and cross-beams at the top of telephone poles.

It's fun to hunt patterns, and they add new interest to your pictures. Keep your eye open for them, and snap away that look good.

John van Guilder.

THE CAREFUL DRIVER

"I drive safely," is the slogan of careful drivers of commercial vehicles who may well be proud of the safety records they establish day after day. In proportion to the number of miles driven, fewer accidents are chalked up against men who operate the trucks and buses employed in the daily transport of millions of tons of freight and millions of passengers than are charged to the general run of motor vehicle operators.

The professional truck and bus driver, as a rule, knows his mount and its mechanical limitations better than does the average passenger car owner. Experience has been his teacher. He covers more miles and acquires more driving experience in a year or two than the average passenger car operator gains in a lifetime.

BOY SCOUTS NOW BANNED IN POLAND

One of the tragedies of Poland was the prompt wiping out by Hitler and Stalin of its Boy Scout organization, numbering 130,541 boys and leaders. Poland has always sent strong contingents to world Boy Scout and Rover Scout gatherings, including the 3rd World Rover Moot, held last July in Scotland. Hitler previously had banned Scouting in his own country, then

titulation system permits effortless circulation of air. The "lifting-wing" front section of window glass may be swung outward. The rear half, together with its metal support bar in closed models, can be lowered, permitting better vision and unobstructed air signals.

The new Mercury, effectively insulated from road bumps, provides extraordinary riding comfort. Seat cushions have soft edges with soft inner springs. Improved hydraulic shock absorbers, with new self-sealing construction, cushion spring action. Noise is minimized by numerous rubber cushioned mountings and the effective use of body insulation developed as the result of continuous and exhaustive sound-proofing research.

The 35 horsepower V-8 engine is unusually flexible, enabling the car to crawl in traffic, flash way from traffic lights or maintain cruising speed on the highway.

A large luggage compartment, reached by a wide door in the rear provides ample room for family luggage. The compartment is lifted automatically when the door is lifted. The spare tire is carried vertically against the front wall.

Special Bargain Fares to EDMONTON CALGARY LETHBRIDGE and return

FROM STATIONS IN
ALBERTA, SASKATCHEWAN
(Regina, Saskatoon, Prince
Albert and West.)
AND BRITISH COLUMBIA
(Vancouver and Seattle)

To . . . REGINA MOOSE JAW SASKATOON PRIN. ALBERT and return

FROM STATIONS IN
SASKATCHEWAN, LETHBRIDGE
(Edmonton, Calgary, Alber-
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on regular trains
RETURN UNTIL
NOVEMBER 15, 1949.

Good to Quebec only. To Quebec
checked. For additional information
and time tables, consult
Canadian Pacific Ticket Agent.

Canadian Pacific

New 1940 Ford V-8 and Mercury 8 Cars

was the penalty for the folly there-
of.

Reports are not without their humorous items. In one district Scouts worked hard and long filling straw palliasses, brewing cocoa and digging sanitary pits in readiness for an expected trainload of evacuees. These failed to arrive, so the Scouts emptied the palliasses, filled in the pits, and drank the cocoa.

MANY improvements have been incorporated in the Ford V-8, Deluxe Ford and Mercury 8 cars for 1960. All of the cars have a new 4-speed slip gearshift, Sealed Beam front-wheel drive, controlled ventilation, improved riding quality and advanced exterior and interior styling. Pictured above (top) is the Deluxe Ford V-8 Fordor sedan, an ideal family car with increased interior roominess and distinctive modern exterior design. There are three Ford V-8 models and five Deluxe Ford body types. The Mercury 8 town sedan (bottom) is a four door car of striking beauty. Both front and rear seats hold three persons comfortably. Five Mercury 8 body types are available with a wide choice of colours.

1006 LUMSDEN
This advertisement is one of a series dealing with the P

— TORONTO, ONTARIO.

1006 LUMSDEN BUILDING — TORONTO, ONTARIO.
This advertisement is one of a series dealing with the Provinces of Canada and will appear in every 4th and 8th issue.

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Sprays and Wreaths From

H. D. Bacon

Phone 109 - Box 108

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Agency for

Feed and Drying

COAL AND WOOD

Phone 26, Opposite Depot

FRESH MILK AND CREAM

Delivered to Your Door

Every Morning

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CARPENTER AND BUILDER

Estimates Given on All Work

If you are in need of building or carpenter work of any kind

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FOR YOUR

Wiring and Electrical Requirements

J. T. FRASER

BASSANO, ALTA.

Electrical Appliances and

Westinghouse Radios

For Sale

A. J. Savigny

Brooks, Alta.

FOR a good, successful sale,

place your listing with me. I

have had many years of ex-

perience.

SALES PENDING

ROY B. MCKINNEY

7 Miles South of Dorothy

November 1st, 1939.

Watch for Posters

Phone 106. License 54-39-40.

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HAVE YOU A VACANCY???

if so

Then Let a CHOICE Steak or Chop FROM THE PIONEER MEAT MARKET Fill the Position.

Phone in your Order

"The Home of Fresh Meats"

Pioneer Meat Market

STANLEY HASKAY, Prop.

LATHON NOTES

The club meeting was held at the home of Mrs. E. H. Matthews. Due to the weather only two members arrived, and one visitor, so no business was done.

Mrs. J. K. Pickett of Gern, and son Kenneth, visited at the home of Mr. and Mrs. E. H. Matthews last Monday evening.

H. Phil was a Bassano visitor with G. Smith, Friday.

Mrs. H. W. Baker went to Haliburton to visit her parents, Mr. and Mrs. P. J. Stuhliker, for a few days.

Mr. and Mrs. P. Cowan and son visited at Baldwins Sunday afternoon. Mr. G. Selmond was home over Sunday.

Mrs. Margaret Freeman was a County visitor Saturday afternoon. Mr. Ford Kerr and Justin Levesque were callers at the Freeman home Sunday.

Too Late for Last Week.

Mr. and Mrs. Harold Baker were guests at the Lore home Sunday.

Floyd Collins of Gern was calling here on the A. McKinnell farm last week.

Mr. Gossling, Mr. McKinnell, and Mrs. H. W. Baker attended a business meeting in Cooness Saturday.

Mr. Roy Cline was a caller at the Lore home Thursday.

Justa Levesque has joined the Air Force in Calgary. He will be called to service some time in the near future.

ROSEMARY NOTES

The Hon. Solon Low was a visitor at the Mormon Church Oct. 23. The adult party at the home of Mr. and Mrs. Gibbs was much enjoyed by those present. A delicious lunch was served.

Mr. and Mrs. Jean Norton were Brooks visitors on Thursday and Saturday.

Miss Akasha Gellings is spending several days in Calgary this week.

Miss Dorothy McColland who has been visiting her grandparents, has returned to her home at Bluffton.

Grant Bodmer and Mrs. Russell spent Sunday in Calgary.

The young people held a party at the home of Mr. and Mrs. Russell Saturday evening. An enjoyable time was reported.

Mr. and Mrs. Frank Adams motored to Bassano Sunday.

Arnold Ryan is leaving Wednesday for an extended visit to St. Thomas, Ontario.

Work has begun on the new Mormon church. They hope to run cement for the foundation on Tuesday.

Too Late for Last Week

Mrs. Clara Narmus has been teaching for Miss Shadle, who has been in Grant Bodmer who has been in.

Mr. P. Newfield left for B.C. on Sunday.

Myles Russell and Eric Thornhill made a trip to Calgary Saturday, returning Sunday evening.

Mrs. Roy Eastman visited her daughters, Pearl and Jean, in Calgary over the week-end.

Mr. and Mrs. Becker, and Mr. and Mrs. Shadle and families visited at the home of Lloyd Young on Sunday.

The people of Rosemary wish to extend their heartiest congratulations to Mr. and Mrs. Roy Graham who were married recently at Acme. The

Church Announcements

St. Columbus Church.

BASSANO, ALTA.

MASSAGE and Benediction of each month

at 9 o'clock or 11 o'clock alternately

8th Sunday of the month at 9 o'clock

Special Devotions will be announced at the occasion arises.

REV. JAMES MORROW - PASTOR

Church of England

BASSANO, ALTA.

SUNDAY, NOVEMBER 5th, 1939

Holy Communion, and Sermon, 11 a.m.

Rev. J. Naylor.

Rev. J. Naylor.

Knox Presbyterian Church

11 a.m. - Sunday School.

and apt quotations from John Bunyan, Governor of Labrador, Gulliver's Travels, Cannon Barry, Dean Stanley, George Herbert, Samuel Johnson, Gladstone, Karl Baldwin, and Lord Wellington, specially handle the reader's way, and lead to a profound and moving study of the male activities of a large Society.

Perhaps never has the work been more aptly portrayed than under this imagery, and the reader journey, with its great Masterpieces, the intricate Translators, and the courageous Colporteurs, till the Romance of the Bible Society is indeed merged most closely with the Romance of the Book.

There is a telling passage about the activities of the Society in Canada and Newfoundland. The visit of the King and Queen is described very truly as that of "Royal Pilgrims." Pilgrims of Goodwill! and if they brought goodwill with them, goodwill met them at every point of their journey. "The King's words at the unveiling of the War Memorial at Ottawa are given special emphasis. 'During peace and enduring freedom!'"

In these words the King expressed mankind's deepest longing and greatest need.

Although this Report was in the printers' hands before war was declared, it can be read with special spiritual, moral and mental profit in these overcast days, and the stirring appeal for greater financial support with which it closes is even more ringing in the days of war than in "the piping times of peace."

As usual the titles of the chapters give the outline of the thought of the current Report: "Notable Pilgrims of the Book," "Our Pilgrims of the Book," "Discontented Pilgrims," "The House of the Interpreter," and "Our Gifts."

In filling in these outlined chapters the author treats of vivid incidents in the work from many lands.

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New species of oak are being developed rapidly, since the oaks now in existence are so closely related that they intercross.

Insect life exists as high as a storm miles above the surface of the earth.

Proposal that Alberta apiarists consider making use of the Alberta Marketing Act was made to the annual convention of beekeepers this week by Hon. Solon E. Low. He urged that they investigate the assistance which might be received from the government if they formed a cooperative marketing body, and suggested that they consider the possibility of the Treasury Branches aiding them in such a body. A co-op was decided upon.

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LOUIE CONN- PHONE 7

Well! Well! Catalogue Prices. Come in and see us! Buy now while we're selling at old prices. All goods are advancing from 10 to 20 per cent.

Men's Pure Wool Fleece, Puma's, suit 82.55

Men's Pure Wool Socks Reg. 50c on sale, 5 pair 81.00

Men's Work Shirts: Reg. 81.50; on sale 81.25

Men's Pure Wool Dress Gowns on sale at 81.00

Men's Heavy Winter Coats: Special at 81.25

Men's Buckskin Fallow suits on sale at 55

We Carry a Complete Line of Men's and Boys' Felt Shoes, Overcoats and Hatters. All sold at old prices while our stock lasts.

Grocery Specials

Vanilla 6 oz. bottle 25c
Cheese, Ontario, pound 25c
Butter, Creamery, lb. 30c
Tobacco, 5 for 25c

Toilet Soap, any 4 sized. 50c
Oxley, Jiff, Hiss, Lux 2 45c
White Naphth Soap 6 bars 50c
or 25 bars for 1.00

FRUIT SPECIALS

Apples: McIntosh Reds, per box 81.75
Oranges: 8 dozen 81.50
Table Grapes: 2 lbs. 25c

FRESH MEATS

Fresh and Cured Meats always on hand. Beef, Pork, Mutton, Pork. Fresh Hamburgs made daily.

TRY OUR CALVARY CURED.

BREAD, BROWN OR WHITE

Loaf AT 10 EXTRA COST, Per

Loaf .05

FOR THAT FALL ACTION SALE

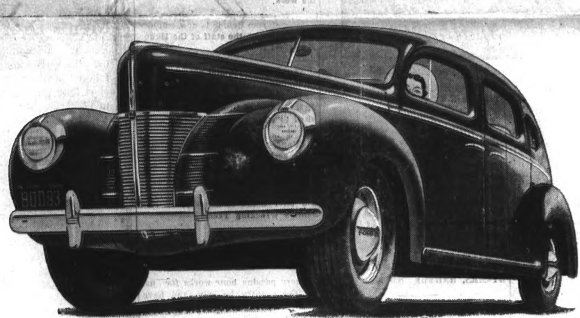
Remember

Foien Sells It

25 Years License in Southern Alberta.

License No. 105-39-40

Announcing THE NEW FORD CARS FOR 1940



22 important improvements, added to fundamental Ford features, represent the most advanced engineering in the low-price field

WHAT do the Ford cars for 1940 offer to match their brilliant new beauty? New comfort, convenience, quiet, safety—and the roomiest, richest interiors ever designed for a Ford car.

They have a host of interesting new features. There is a finger-tip Gearshift conveniently located on the steering post. An improved transmission is unusually easy to shift. New Controlled Ventilation. Improved shock absorbers. Improved spring suspension and a new ride-stabilizer.

A combination of new features makes the new cars quieter in operation. They have big, powerful hydraulic brakes. They have new Sealed-Beam Headlamps that are safer, stronger and stay bright longer. They have the famous 83-hp. Ford V-8 engine—which blends 8-cylinder smoothness with economy.

You've never seen cars with so much performance, style and comfort at such a low price. Get acquainted. You'll enjoy the experience!

22 IMPORTANT FORD IMPROVEMENTS

FOR COMFORT—More room inside. New Controlled Ventilation. New torsion bar ride-stabilizer. Improved spring suspension. Self-venting shock absorbers. Two-way adjustable driver's seat. New-type radiant front seat backs. New "Floating-Edges" seat cushions.

FOR CONVENIENCE—New Finger-Tip Gearshift. Engine more accessible. Two-spoke steering wheel. Light switch on instrument panel.

FOR STYLE—New exterior beauty. New interior luxury. New instrument panel.

FOR SILENCE—Improved soundproofing. "Easy Shift" transmission. Curved disc wheels.

FOR SAFETY—Sealed-Beam Headlamps. Dual windshield wipers at base of windshield. Larger battery and generator. Headlight Beam Indicator in driver's direct vision.

PLUS THE FUNDAMENTAL FORD FEATURES

Roy Smith's Garage

AUTHORIZED FORD DEALER BASSANO

BRITISH-AMERICAN GAS, OILS AND GREASES ALBERTA

LADIES' VELVET OVERSHOES

Smart New Season's Tapering Over-shoes. Very Heat and Comfortable. **PRICE \$2.95**
See also the Zipper Velvet Gaiters

BLANKETS

Flannellette, Lapsels Size, Best Quality, white and grey, pink and blue borders. Special \$8.75

LADIES' HOSE

Splendid wearing Hosiery in beige shade, Even thread, Lisle, Price, 3 for \$1.00

TOWELLING

Imported Linen glass towelling, 21 inch, Splendid quality. **PRICE 50c**

GROCERIES

FRUIT SPECIAL

1 Can Raspberries
1 Can Peaches
1 Can Plums
1 Can Peas: All for 90c
Bourbon: Silver Shred, price 2 lbs for 85c
Junket: Quick Fudge and cake icing, Made in four minutes. Delicious. Pkg. 50c
Clover Leaf Herring in Tomato Sauce, Extra fine quality. Per tin 15c

SPECIAL WIR 8 cakes

Wood-bury Soap—one bottle Wood-bury Lotion free, Price 50c
Chocolate Puffs: Fresh stock Cellaphane bag 50c
Kniff Quick Dinner: A meal for four, Made in 3 minutes, 25c
Apple, Juice: pure, delicious drink, per tin 15c
Jello: Orange, Pineapple Ice cream mix, 2 for 50c
Tender Leaf Tea: 19 oz. pkg 50c

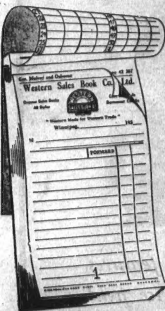


Oranges, Sweet and Juicy, 3 dozen \$1.00
Bananas, 2 lbs. 50c

Cranberries, Sweet Potatoes, Celery, Lettuce.

James Johnston
"THE STORE OF QUALITY"

BURN WILDFIRE COAL
More people now buy it than any other Drumheller brand.



BASSANO RECORDER

SUBSCRIBE TO-DAY

CHASE AWAY HEADACHES . . .

Enjoy the relief so quickly obtainable by taking PURETEST A.S.A. Tablets. Each tablet is five full grains of true acetylsalicylic acid. Use it to chase away ordinary headaches, discomfort of colds, neuralgia and muscular aches and pains. . . Ask for PURETEST at your **REXALL DRUG STORE**

Tins of two dozen tablets 25c; bottles of one hundred, 50c

STILES "The Druggist"
The Rexall Store

Interesting Items

You are invited to contribute to this column. Please your news items to 25, the Recorder Office

Mr. Hanna was a Calgary visitor over the weekend.

Mrs. D. Wane of Medicine Hat was a Bassano visitor the first of the week.

Miss Faylie Cadot is a Calgary visitor today.

Miss Donata Johnson was a Calgary visitor last week.

Mrs. J. R. Clarke of Crowfoot spent Tuesday at the home of her parents in Bassano, Mr. and Mrs. R. Leonard.

Mr. and Mrs. R. Fisher, who have just returned from the States, are visiting at the home of Mrs. Fisher's parents, Mr. and Mrs. G. Morrison.

Mr. Ival Warren was a Calgary visitor on Friday and Saturday.

Mr. Michael and son of Glendon were Bassano visitors Tuesday.

Mr. G. H. Edwards was a business visitor in the Glendon and Huesar Districts on Tuesday.

Miss Irene Young of Glendon is spending a few days in town visiting at the home of her brother and sister-in-law Mr. and Mrs. A. J. Young.

Miss Jean Wallace returned on Monday evening from Calgary, where she spent the week-end visiting at her home there.

Miss Dorothy Finnigan, teacher at Chazy, was a week-end visitor in Bassano.

Miss Christie Wright was a week-end visitor at the home of her mother, Mrs. Wright, of Bassano.

Mr. Ted Elliot visited relatives in Brooks over the week-end.

Mr. James Kemble was a business visitor to Calgary the first part of the week.

Miss Agnes Dolstead, who is visiting with the "Bentons" for a short while, visited in Calgary the first of the week.

Miss Mayme Kemble is now employed as nurse on the staff of the Hanna Municipal Hospital.

Morning sermon and prayer will be conducted in the local Anglican church on Sunday next at 11 a.m. by the Rev. J. H. Naylor of Brooks. All are invited to attend.

Slippery roads east of town resulted in serious damage to a car driven by a Calgary salesman last week. The car, bound to be in shape practically beyond repair, was brought to town, and later taken to Calgary, by Roy Smith's Wrecking Truck.

Hitler is incapable of a genuinely creative policy.—Herman Raushing.

Every passing hour works for us. Let the country be calm and have confidence in the army.—Gerald Maurice Gamelin.

Brasil constitutes nearly one-half of Southern America, and occupies an area equal to the whole of Europe. To earn enough money to purchase an ordinary hand lantern, a railroad must haul one ton of freight an average of 160 miles.

J. R. DONALDSON TO TAKE OVER McLAWS INSURANCE BUSINESS THIS WEEK.

It is understood that Mr. J. R. Donaldson will take over the insurance business formerly conducted by Mr. Wm. McLaws, who is leaving town next week. Mr. Donaldson has had experience in the insurance business, and will prove to be a capable successor to Mr. McLaws. All lines of insurance are carried, fire, accident, hail, life, sickness, etc. Mr. Donaldson will take charge of the business as soon as Mr. McLaws finishes straightening it up.

BORN.—To Mr. and Mrs. Cecil Bray of Brooks, a daughter on October 21st, 1938, at the local Hospital.

CLASSIFIED ADS.

LOST.—Pocket Book, containing Cheques and sum of money. Finder kindly return to town policeman, L. Bimmin, Newark.

McKEE'S STORES

FALL AND WINTER Merchandise at strictly Competitive Prices

SEE OUR WINDOW DISPLAY of Ladies' Fall Millinery Featuring Exceptionally smart New models in Velvets, and Felts. All the Season's latest.

PRICED EACH \$1.50; \$2.25; \$2.95

SMART NEW CREPE DRESSES

These are excellent quality dresses at a low competitive price. Come in black, wine, rust, navy and green. **PRICED \$2.25 EACH**

Harvey Woods Woolies for Ladies. Snug, perfect fitting garments combining warmth with light weight Wool and cotton mixture. Come in 3 Qualities. **PANTIES 55c, VESTS 55c.**

Men's and Boys' Wear Section

TAKE THIS OPPORTUNITY OF PURCHASING AT PRE-WAR PRICES.

Men's Dress Shirts

Bought by us months ago and offered at the old prices. Brands: "Nations Pride", and tailored in smart stripes and checks. Every shirt fully guaranteed for wear. Sizes 14½ to 17. **EACH \$1.25 and \$1.45**

Men's Dress Oxfords

Excellent quality, black calf oxfords. Built on a smart up-to-date last, with solid Leather soles and heels with rubber tips. These shoes are good buying now at this price. **PER PAIR \$4.50**

All Wool Dress Socks

Harvey-Woods High Grade Quality Socks of Fine Wool. Come in fancy stripes, clox and diamond patterns. Dressy and will give excellent wear. **PER PAIR 50c, 75c, 95c**

Lined Dress Gloves

We are offering these at the old prices. A splendid quality glove in dark brown. Cape leather with warm wool lining. 1 dome fastener. **SPECIAL PAIR \$1.50**

WE CARRY A FULL RANGE OF LADIES', GIRLS', MEN'S, BOYS' AND CHILDREN'S RUBBERS AND OVERSHOES; FEATURING G. THE GUTTA PERCHA AND RUBBER COMPANY'S GUARANTEED PRODUCTS. ALL AT COMPETITIVE PRICES.

GROCERY DEPARTMENT

<p>Pure Loganberry Jam: 4 lb. tin. Special 49c</p> <p>Wheat Puffs: Boshel size. Only, each 53c</p> <p>White Wonder Soap Flakes: 5 lb. net box. Exceptional Value, Special 47c</p> <p>McLaren's Baked Beans: Enjoy a treat, Special, 3 tin 29c</p> <p>Burn's Campfire Sausages: 15 oz. tin. Excellent buying at tin 25c</p> <p>Free Jiff Soap Flakes with 5 bars Royal Crown Soap. All for 25c</p>	<p>Stuffed Olives: McLaren's Large 11 oz. bot. Spec 37c</p> <p>Bulk Coffee: In bean or ground white yam walt. Special. While it lasts, 5 lb. tin \$1.00</p> <p>Malkie's Blue Label Tea: None Better. Buy a pound or two and save at, pound 59c</p> <p>Glendon Pancake Flour: Add only water or milk, 5 lb. bag. Special 29c</p> <p>Fitted Dates: Fresh stock, 2 lb. pkg. 35c</p> <p>Pink's Grape Fruit Juice: 50 oz. tin 29c</p>	<p>BUY APPLES NOW!!!</p> <p>WEALTHIES: Good Cooking apples. Special 6 lbs. 25c Case \$1.49</p> <p>FANCY JONATHAN'S: A real good apple, 5 lbs. 25c Case \$1.75</p> <p>MCINTOSH REDS: 5 lb. 25c Case \$1.69</p> <p>WINTER BANANAS: A real good yellow apple. Case \$1.75</p> <p>FANCY DELICIOUS: Very Cheap, Case \$1.85</p> <p>Oranges: Good size, 3 doz. \$1.00 Grape fruit: Med. size, 4 - 50c ALSO: Celery, Lettuce, Tomatoes, Sweet Spuds, Cabbage, Parsnips, Carrots, Turnips, etc</p>
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"ALWAYS AT YOUR SERVICE"



PHONE 9 FOR PROMPT DELIVERY